

Some aspects of tourist circulation in Romania's mountains area

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Abstract

A separate area of activity which has its roots in the second half of the nineteenth century is tourism. Although a relatively new concern, tourism has experienced a fast development especially in the last half century. Today, it represents a component of major importance in economic and social life of any nation.

Because of this we consider opportune the elaboration of a work that aims to analyze of the tourist circulation in the mountains of Romania.

Keywords: *domain, tourism, tourist circulation*

INTRODUCTION

Tourism has been and is considered an essential activity of a country, influencing largely the other sectors of the economy, culture, education and its international relations.

Representing one of the most important means of communication between people, tourism has a deeply human character.

Expansion of tourism is largely influenced by socio-economic development of a nation, rise of living standards of the individual, obtaining sufficient revenue to enable it to enjoy the holiday, the increase of leisure duration, the increase of average life expectancy, development and diversification of means of transport, the increase of the people's culture.

Tourism is now situated on one of the important places of the world economy participating with about 12% at the achievement of gross world product, with 8% in employment, becoming the most important segment of international trade, managing to mobilize about 11% of population's consumption costs.

Tourism acts as an active means of educating, lifting the level of education, culture and civilization of the people. By stimulating the exchange of values, tourism promote and facilitate the enrichment of cultural, informational horizon, both for tourists and local people, contributing to their intellectual forming. It creates conditions for access to the cultural values of universal civilization, for an increasing number of people.

MATERIAL AND METHOD

The main objective of this work was the obtaining of statistical data, their processing and interpretation concerning the tourist circulation in the mountains of Romania in 2007 and 2008.

The main indicators of tourist circulation are: number of tourists (NT), the number of tourist days (NZT) and occupancy degree or the coefficient of use of accommodation capacity (C_{uc}).

Occupancy degree or the usage coefficient of accommodation capacity (C_{uc}) as a measure of assessment of accommodation performance is calculated reporting the occupied capacity in a certain period expressed in number of tourist overnight stays or days (N_{zt}) and theoretical/maximum possible capacity (nominal capacity product C_n and the number of working days n_z).

$$C_{uc} = \frac{N_{zt}}{C_n \times n_z}$$

RESULTS AND DISCUSSIONS

Tourism has known in the last 5 decades an accentuated and very sustained pace of development than other domains of activity, the diversifying and improving their offer with a view to satisfy the demands of customers of tourist services increasingly complex.

Analyzing the table below, we can notice that in 2007 the highest number of tourists are recorded in July and August, and the occupancy degree of accommodation capacities in these two months reached the highest value 29.2% and 33, 6%.

The number of tourists arriving in the mountains of Romania in 2007 is 83145 and the number of overnight stays of these is 184815, resulting in that a tourist spends on average 2.2 days here.

Monthly average occupancy degree of accommodation capacities in the year 2007 is 23.92%.

Tabel 1

Tourist circulation in the mountains of Romania in 2007

Month	Arrivals	Overnights	Nr. Tourist days	Occupancy degree
January	65980	162141	2,46	21,4
February	76458	176020	2,30	26,2
March	65754	137559	2,09	18,6

April	71849	147019	2,05	19,5
May	77403	154372	1,99	19,4
June	91121	191729	2,10	24,6
July	104536	244961	2,34	29,2
August	110991	279571	2,52	33,6
September	87681	194295	2,22	26,1
October	78578	158507	2,02	21,5
November	78373	155879	1,99	20,8
December	89018	215727	2,42	26,2
Monthly average	83145	184815	2.20	23,92

In 2008 the largest number of tourists recorded, just as in 2007, during July and August and the occupancy degree of accommodation capacity reaches the highest values in these months 29.5% and 36.5%.

The number of tourists arriving in the mountains of Romania in 2008 is 83205 and the number of overnight stays of these is 187146, resulting in that a tourist spends an average of 2.23 days here.

Monthly average occupancy degree of accommodation capacities in the year 2008 is 23.8%.

Making a parallel between those two years, 2007 - 2008, we see that there were not produced significant changes, recorded values being quite similar, slightly higher in 2008.

Tabel 2

Tourist circulation in the mountains of Romania in 2008

Month	Arrivals	Overnights	Nr. Tourist days	Occupancy degree
January	69207	172981	2,5	23,2
February	78863	183446	2,33	26,1
March	61540	129167	2,10	17,3
April	64589	139819	2,16	18,7
May	82375	165427	2,01	20,8
June	77440	158163	2,04	20,2
July	102734	258204	2,51	29,5
August	127142	317351	2,49	36,5
September	91337	200605	2,19	25,5
October	86457	175423	2,03	22,6
November	76667	150569	1,96	20,5
December	80117	194601	2,43	24,8
Monthly average	83205	187146	2.23	23,80

CONCLUSIONS

Destination Mountain, with the entire network of stations, tourist complexes and huts is a tourist destination requested by the most diverse segments of tourists.

Lack of facilities, not uniform dispersion in the area as the absence of some elements of general infrastructure does not allow optimal exploitation of mountain tourism potential, of great complexity, diversity of landscape and international value.

From the presented tables we can see the congestion of the mountain region in the summer months, July-August, which denote the seasonal nature of tourism. Attracting tourists in low season is difficult and usually done in areas of interest where you can practice winter sports. To attract tourists in low season there must be conceived various offers such as: organizing dinners, sports competitions, various ways of entertainment and animation.

Development and promotion of Romanian tourism services should be unified under the coordination and direct involvement of central governing bodies, taking into account the views of service providers and other organizations of profile from local level, regional, national and international.

Develop of the laws, rules and instructions specific to the tourist activity should correlate with those from the European Union.

To promote the image of the country, the Romanian tourism we recommend the participation in international fairs profile, with national flags, printed promotional materials sightseeing national tourism, regional and local.

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